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***InnoPath Software Extends Mobile Device Management to Mobile  
Subscribers and Tier 1 Support Personnel***

**Company to Demonstrate Self-Care / CSR Portal at CTIA Wireless 2008**

**Sunnyvale, California, March 18, 2008** – At the upcoming CTIA Wireless 2008 conference in Las Vegas, NV, InnoPath Software, the leader in Mobile Device Management (MDM), will demonstrate advanced customer care functionality based on its industry leading iMDM platform. For the first time, MDM functionality is extended to the subscriber and to the operator's Tier 1 customer support personnel through a scalable and customizable portal architecture.

InnoPath's new customer care portal eliminates the customer service barrier by introducing a personalized, easy-to-use web-based MDM interface for subscribers and front-line customer care personnel. Subscribers can now self-manage their feature phones and smart phones, including remote diagnosis and repair of device configuration problems, or lock and wipe the device if it is lost or stolen. By placing these capabilities in the customer's hands, the self-care portal reduces service calls, increases customer satisfaction, and simplifies the introduction of new services.

Mobile operators further benefit as front-line customer care personnel using the same portal technology can diagnose and fix problems with one click, offer new services, and turn on premium handset features. The easy-to-use portal also eliminates the need for advanced training, thus reducing up-front MDM deployment complexity and associated costs.

The portal helps address acute operator financial pains, including costs for unnecessary handset returns, firmware updates, and lengthy support calls. InnoPath calculates that these costs add up to over \$5.5 billion dollars annually, the majority of which are addressable via MDM. These new customer care capabilities build upon existing firmware update (FOTA) and configuration management deployments at leading operators including AT&T and Verizon Wireless.

"Suppliers that understand the needs of operators to improve upon customer service, and can transition Mobile Device Management from a service that's limited to a few, highly-skilled CSR individuals, to one that extends broadly across multiple tiers of the organization and out to the subscriber, recognize the requirements of customer service in today's more complex mobile environment," said Stephen Drake, Program Director, Mobile Enterprise at IDC. "Such a transition will go a long way to furthering device management acceptance and use within the operator's customer care organization."

InnoPath will be demonstrating its complete suite of standards-based server and client solutions for both consumer and enterprise deployment at CTIA Wireless 2008 from April 1-3, Hall C4, Booth 3650.

The company is also announcing two upcoming webinars focusing on MDM-driven customer care. The first, on April 17, will be in conjunction with IDC, while the second on May 13 will offer InnoPath's perspective on operator challenges and MDM-based solutions. Further information is available at [www.innopath.com/webinars](http://www.innopath.com/webinars).

### **About InnoPath**

InnoPath Software, the leader in Integrated Mobile Device Management (iMDM) solutions, enables wireless carriers and mobile device manufacturers to transparently deliver and support current and future revenue generating services. InnoPath was the first company to commercially deploy firmware over-the-air mobile device management, and its standards-based iMDM Solutions Suite uniquely permits carriers to combine configuration, diagnostics, security, and application management for lifecycle delivery of services into a single integrated workflow. Hundreds of millions of active subscribers are experiencing the value of InnoPath patented solutions through leading carriers including AT&T, China Unicom, KDDI, and Verizon, and device manufacturers that include Foxconn, Kyocera, LG, NEC, Nokia, Panasonic, Pantech, Samsung, Sanyo, Sharp, Sony Ericsson, and Toshiba. Headquartered in Sunnyvale, California, InnoPath is privately held with offices in China, Japan, Korea, Europe, and Brazil. In August of 2007, Inc. Magazine named InnoPath one of the fastest growing companies in America. For more information, visit [www.innopath.com](http://www.innopath.com).

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